

**IMPLIED MEANINGS OF FLOUTING OF MAXIMS
IN *MATA NAJWA* TALK-SHOW PROGRAM
PENEBAR INSPIRASI EPISODE**

THESIS

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ABSTRACT

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Human is a social creature who has a need to socialize with others. In order to be able to do so, human needs to communicate well. Good communication needs a good understanding between the speaker and the listener in which they understand what each other means. Cooperative principle is a principle which can help the speaker and the listener to understand what each other means. However, sometimes the message given by the speaker contains not only literal meaning but also implied meaning. In a communication, though, the speaker sometimes does not fulfill the principle. When the speaker intentionally disobeys the principle, it means that the speaker flouts the maxim. The writer conducted the study of implied meaning in *Mata Najwa* talk-show program. Hence, in this study the writer answered problems of the study, namely: (1) What maxims are flouted as shown in the translated version of the host and the guests' utterances produced by the host and the guests in *Mata Najwa* talk-show program *Penebar Inspirasi* episode, and (2) What are the implied meanings of flouting of maxims produced by the host and the guests in *Mata Najwa* talk-show program *Penebar Inspirasi* episode. This study employs qualitative approach to describe the implied meaning behind the host and the guests' utterances of the flouting of maxims.

The findings of this study showed that there were four maxims that were flouted by the host and the guests, namely: (1) maxim of quality, (2) maxim of quantity, (3) maxim of relevance, and (4) maxim of manner. Also, they flouted the maxim because of certain reasons. At a time, they want to make some points where they want the listener to understand it, while in the other hand, they wanted to avoid talking about certain topic and giving certain information that they did not want to tell.

Hence, the writer suggests the next researcher to analyze the flouting of maxim in different objects and to use other theory that will help to define the implied meaning.

ABSTRAK

Khakim, Muhamad Lukman. 2015. Makna Tersirat pada Pelanggaran Maksim di Program Talk-Show *Mata Najwa* Episode *Penebar Inspirasi*. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing I: Indah Winarni; Pembimbing II: Tantri Refa Indhiarti

Kata kunci: Prinsip Koperasi, Pelanggaran Maksim, Makna tersirat

Manusia adalah makhluk sosial yang membutuhkan sosialisasi dengan manusia lain. Untuk dapat melakukannya, manusia harus mampu berkomunikasi. Komunikasi yang baik membutuhkan pengertian antara pembicara dan pendengar untuk mengartikan maksud satu sama lain. Prinsip koperasi adalah prinsip yang dapat membantu pembicara dan pendengar untuk mengerti maksud satu sama lain. Namun, terkadang terdapat makna tersirat pada pesan yang disampaikan oleh pembicara. Ketika pembicara melanggar prinsip tersebut dengan sengaja disebut pelanggaran maksim. Penulis melakukan penelitian tentang makna tersirat di program *Mata Najwa* episode *Penebar Inspirasi*. Pada penelitian ini, penulis menjawab beberapa permasalahan, seperti: (1) Maksim apa yang dilanggar seperti yang ditemukan pada terjemahan ucapan pembawa acara dan tamu pada program *Mata Najwa* episode *Penebar Inspirasi*, dan (2) Apa makna tersirat pada pelanggaran maksim yang dilakukan oleh pembawa acara dan tamu pada program *Mata Najwa* episode *Penebar Inspirasi*. Penelitian ini menggunakan pendekatan kualitatif untuk menjelaskan makna tersirat pelanggaran maksim pada ucapan pembawa acara dan tamu.

Pada penelitian ini, penulis menemukan bahwa terdapat 4 maksim yang dilanggar oleh pembawa acara dan tamu, yaitu: (1) maksim kualitas, (2) maksim kuantitas, (3) maksim hubungan, dan (4) maksim cara. Selain itu, mereka melanggar maksim karena beberapa alasan. Salah satunya adalah untuk menggarisbawahi tentang sesuatu dimana pendengar diminta untuk mengerti, juga untuk menghindari pembicaraan tentang suatu topik dan memberi informasi tertentu yang dinilai tidak perlu.

Oleh karena itu, penulis menyarankan peneliti selanjutnya untuk menganalisa pelanggaran maksim pada objek yang berbeda dan menggunakan teori lain yang dapat membantu untuk menentukan makna tersirat.

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